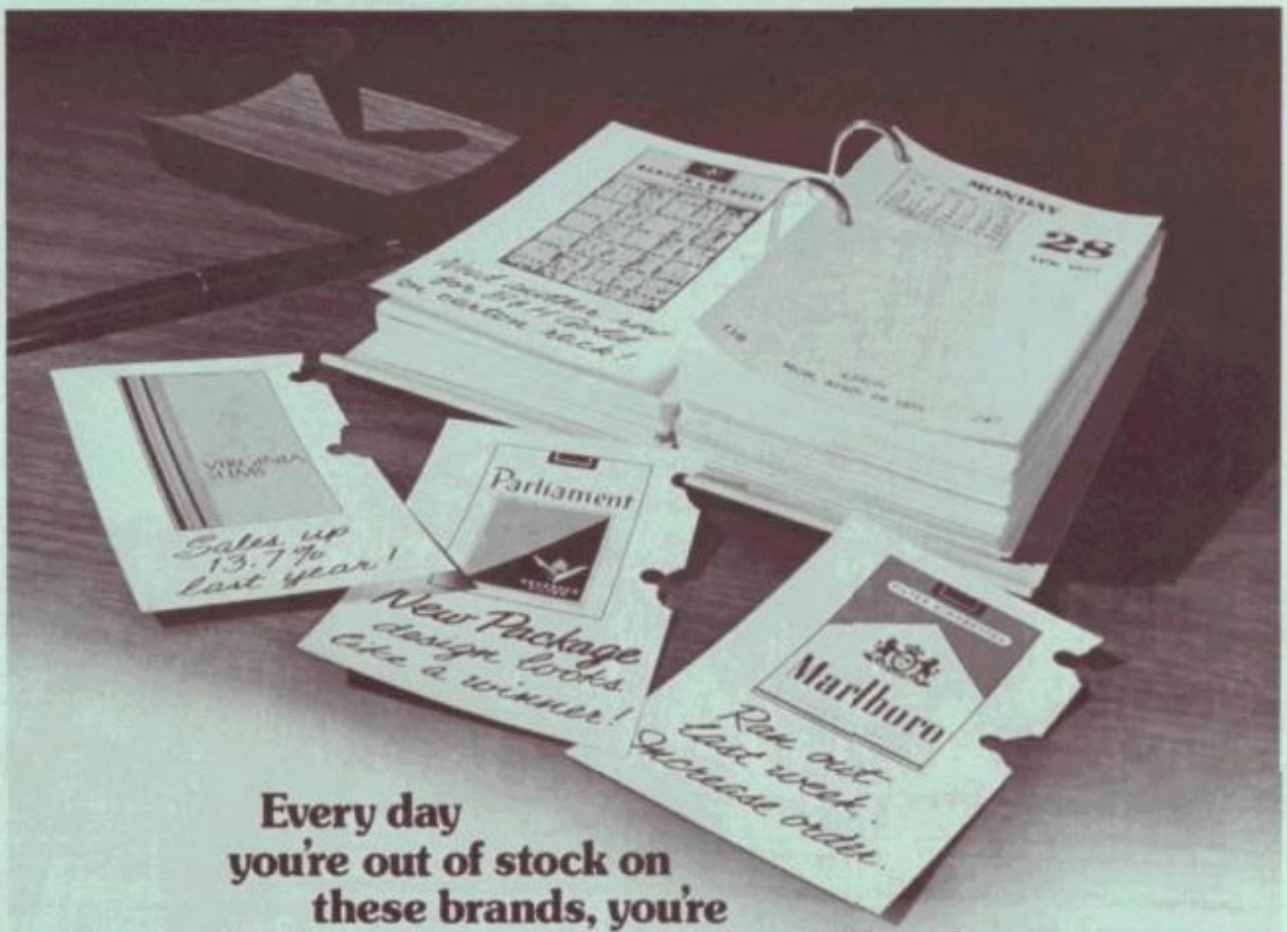
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 5-3114R – DESK PAD – Req. No. 11587 – B&W Bleed – 8-1/2 x 11 – Vending Pubs. – 75 (B)
Printed in U.S.A.



Every day you're out of stock on these brands, you're losing sales somebody else will make.

In 1974, Philip Morris brands' total gain was *more than twice* that of the rest of the industry combined.

In other words, more than two of every three additional cigarette sales made by Vendors last year were Philip Morris brands.

Somebody is getting those extra sales and profits. It can be *you*, if you keep your machines properly stocked with Philip Morris brands all the time.

Check your weekly order. Make sure it's up to date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

*Source: 1974 Maxwell Report, Business Forecasts, January 31, 1975. Courtesy of Maxwell Div. of Wilson, Fine Securities, Inc.

The Profit Makers come from
Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/tjhx0001
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